

# **To: ALL ONTARIO CAMPUS RADIO STATIONS**

**Please find enclosed the following:**

- a) A National Union of Students Questionnaire**
- b) A copy of all the CRTC policy statements on student broadcasting**
- c) Minutes from the March conference of Ontario Campus Broadcasters**

These include the workshops on Studio Engineering; Training & Recruiting; Copyright; Foreground, Features & Programme Exchanges; Women in Broadcasting; Financing; Low Power FM and FM Policy; External Relations and the final plenary session

- d) List of Ontario Campus Radio Stations**

The minutes for the conference do not include the following workshops: Library, Sports, Closed Circuit & Carrier Current Engineering & News. If any of the participants in the conference took notes at these sessions we would appreciate copies and they would be sent out in a subsequent mailing.

The minutes also do not include the opening round table discussion with representatives from the Canadian Radio-television & Telecommunications Commission. This session was quite extensive and we do not yet have printed minutes for the session. However the session was taped and cassette copies are available from us. If you are interested please send blank cassettes — we can supply C-60 cassettes at \$1.50 each if that's more convenient. The session was approximately three hours long.

For those of you who were unable to attend the March conference, a short word of explanation. Over 80 representatives from 15 campus radio stations met in Hamilton during the first week of March to discuss common concerns. General consensus was that the conference had been valuable and that it would be advantageous to set up a provincial campus radio station organization (see plenary minutes). It was agreed that each station would send a representative to a meeting at Ryerson on April 1st to work out the details of a provincial organization. A separate mailing should reach you with the details. We hope that every station in the province is able to send a representative.

The NUS questionnaire is meant as a preliminary to the organization of a national campus radio conference which should be beneficial to all stations. Please return the completed questionnaire to NUS.

The listing of campus radio stations is the most complete one we have. Please send us any corrections, additions, deletions. Send these to CKMS-FM University of Waterloo, Waterloo, Ontario.

That's all for now. We'd like to thank everyone who attended the conference and helped to make it a success and extend a reminder to those who said they would help financially that McMaster could use the \$15.00 to help offset the costs.

**RECEIVED — REÇU**

**MAR 30 1978**

**Broadcast Programmes Branch  
Direction de la Programmation**

# ONTARIO CAMPUS BROADCASTERS

**CKMS-FM**

Bauer Warehouse  
University of Waterloo  
Waterloo  
N2L 3G1

**Georgian Radio**

c/o Georgian College  
401 Duckworth South  
Barrie, L4M 3X9

**Loyalist Radio**

Loyalist College of Applied Arts  
& Technology  
P.O. Box 4200, Beleville K8N 5B9  
Attn: Brian Olney

**CFRU**

Level 2, University Centre  
University of Guelph  
Guelph, N1G 2W1

**CHMR**

Mohawk Radio  
Mohawk College  
Hamilton, Ontario

**CFMU-FM**

Room 301, Hamilton Hall  
McMaster University  
Hamilton, Ontario

**CKCU-FM**

Room 517, Unicentre  
Carleton University  
Ottawa, K1S 5B6

**Trent Radio**

Bata Library, Trent University  
Peterborough, K9J 7B8

**Glendon College Radio**

Glendon College  
2275 Bayview Avenue  
Toronto

**CFRC**

Carruthers Hall  
Queens University  
Kingston

**Radio Fanshaw**

Fanshaw College  
P.O. Box 4005  
London, Ontario

**C.F.R.E.**

Radio Erindale  
3359 Mississauga Road  
c/o Colman Place  
Mississauga

**Radio Sheridan**

C.O.R.S.  
c/o Sheridan College  
1430 Trafalgar Rd.  
Oakville, L6H 2L1

**CHCR,**

Humber College,  
Box 1900,  
Rexdale

**Media Centre**

Laurentian University  
Sudbury, Ontario  
Attn: Hank MacEachern

**Radio Laurier**

Wilfred Laurier University  
75 University Avenue  
Waterloo  
N2L 3C5

**CKER**

Conestoga College  
229 Doon Valley Drive  
Kitchener, Ontario

**C.I.N.G.**

c/o St. Clair College  
2000 Talbot Road  
Windsor, N9A 6S4

**CJAM**

University of Windsor  
Windsor Ontario

**Radio Humber**

Humber College  
Humber College Blvd.  
Malton, Ontario

**Student Radio,**

St. Michael's College School,  
1515 Bathurst Street,  
Toronto

**CRTV-8**

Cambrain College  
North Bay Campus  
P.O. Box 3001  
North Bay

**CTSC,**

Algonquin College  
200 Gees Avenue,  
Ottawa

**Radio Niagara**

Niagara College  
Woodlawn Road  
Welland

**Durham College Radio Station**

Applied Arts Division  
Durham College of Applied Arts  
& Technology  
P.O. Box 385, Oshawa L1H 7L7

**CHOR, Radio Campus**

University of Ottawa  
Ottawa, Ontario

**CLCR**

Lambton College  
Box 969, Sarnia

**Radio Brock**

Brock University  
St. Catharines, L2S 3A1

**Confederation College Radio Club**

c/o Radio & Television Studio  
P.O. Box 398  
Thunder Bay

**Radio CKCC**

Centennial College  
651 Warden Avenue  
Scarborough  
M1L 3Z6

**CJGB**

George Brown College  
51 Teraulay Street  
Toronto, Ontario  
M5G 1B6

**CRSC**

Radio Seneca  
Seneca College  
1750 Finch Avenue East  
Willowdale

**Radio Varsity, U. of T.**

91 St. George Street  
Toronto, Ontario

**CKRY**

Radio York  
Rm. 258 Vanier College  
York University  
4700 Keele Street  
Downsview, Ontario

# **Minutes**

---

## **1978 Ontario Campus Radio Conference**

**March 3,4,5 1978**

**McMaster University**

# Provincial Radio Conference Minutes

## External Relations

### STUDENT NEWSPAPERS

RELATIONS WITH STUDENT NEWSPAPERS varied from good to terrible from campus to campus  
ONE SUGGESTION as to how to improve them was to set up exchanges of newspaper space for air time  
RADIO STAFF could write for paper on subjects that radio people are well versed in ie. record reviews and concert reviews

### LOCAL MEDIA

RELATIONS ranged from mediocre to terrible  
CARLETON found that local radio stations became progressively more hostile as CKCU's influence grew  
PRESS RELATIONS can be improved by the effective use of press releases and by entertaining local media representatives at receptions  
RECEPTIONS should be well organized and well timed; should begin promptly when scheduled and should include food and beverages for the press

## Record Companies

RECORD COMPANY RELATIONS varied from station to station and from record company to record company  
SUGGESTIONS for improving record company relations:

- (1) playlists — best way to show companies that the records they send are being pushed
- (2) parties, receptions — CKCU (Carleton) holds an annual awards night with food, beverages and fun — record rep's are invited

CORS (Sheridan) holds annual bash for record representatives

THESE events work out well

- (3) stations should attempt to promote company product and artists in innovative ways eg. CKCU (Carleton) brings visiting artists in to do music programs (ie. the artist chooses the records for an hour or half-hour program instead of the usual interview format)
- (4) record rip-offs should be swiftly and effectively dealt with

STATIONS SHOULD ENSURE that records are only sent to one address and that the record company is absolutely clear on what the address is

THIS PLAN lessens the risk of individuals not connected with the station ordering albums from the record companies in the station's name

CKCU (Carleton), CORS (Sheridan) and CFRE(Erindale) have all had experiences like this

## Promotion

VARIOUS IDEAS that work very well — matches, t-shirts, good posters

FOR STATIONS with heavy foreground programme guides are essential

CKMS (Waterloo) publishes a monthly demi-tabloid style guide usually approx. 16 pages — print run-10,000

DISTRIBUTION done by CKMS staff

PRINTING COSTS run about \$800/month

SOME OF THIS is offset by revenue from ads in the guide

AD SALES are done by CKMS staff — this has only been marginally successful

CKCU (Carleton) commented that promotion is an expensive on-going battle

IT CAN BE FRUSTRATING but much effort must be devoted to it on a continuous basis

CJAM (Windsor) stated that much good American folk material hitherto unavailable in Canada (eg. Flying Fish records, can now be obtained from Stong Plain Records — Edmonton)

CKCU (Carleton) showed delegates a book called Sex and Broadcasting — this book is a handbook for volunteer broadcasting operations and includes material on many of the problems that such operations encounter — generally an excellent book — it can be obtained by writing to: The Dildo Press Lady, 131 Wilder Ave., Los Gatos, California U.S.A.

## **Minutes — Workshop on Financing**

### **COMPARATIVE BUDGETS**

MOHAWK — \$800 annually — equipment maintained by college

QUEENS — \$60,000 — funded by university

CFRE, Erindale — \$10,000 — from students council

TRENT Radio — \$12,500 — Direct from Students — Audio Visual maintains equipment

CKCC — Centennial College — \$10,000 — Student Activity Fee

CKCU — Carleton — \$95,000 — about \$60,000 from student union

CFRU — Guelph — \$25,500 annually — \$16,000 direct from students \$8,000 from university and \$1,200 from advertising

SHERIDAN — \$5300 — from student senate

CONFEDERATION COLLEGE — No budget at present

CKMS — Waterloo — \$50,000 — \$2.50/term/student direct

CFMU — McMaster — \$25,500 to \$32,500 — \$7,500 from university, balance from student union

CJAM — Windsor — \$5,000-\$6,500 — from student union

CKLN — Ryerson — from student union — \$25,000

### **FINANCING ALTERNATIVES**

- (1) Direct funding from students — probably most reasonable — get established first
- (2) Student Union funding — good initially — generally causes political problems — some student unions are disintegrating
- (3) Sponsorship funding — limited commercialism — difficult, may be more effort than it's worth
- (4) Listener Support — write to CRTC for permission to appeal for funds on air
- (5) Charitable Funding — Incorporation and Charitable Status a requirement
- (6) Government grants — The Young Canada Works programme — Canada Council more into other projects — considers university and college stations established — Wintario for capital funds
- (7) Advertising — on closed circuit and carrier current

POSSIBLE USE of co-ordinated approach to advertisers, Wintario & Secretary of State

## **Minutes — Workshop on Low Power FM & FM policy**

PEOPLE from several stations were inquiring about the apparent arbitrariness of the DOC regulation limiting the maximum effective radiated power (erp) for Low Power FM stations (LPFM) to 50 watts.

CHANNEL ALLOCATION is based on non-interference criteria ie. a channel could be used in an area for a new station if the new station's signal did not interfere with the signals of existing stations on frequencies close to the new station.

IN MANY CASES an LPFM station could be as powerful as 250 watts erp and still not interfere with other stations yet the DOC limits erp to 50 watts.

IT WAS the feeling of the stations present that LPFM stations should be allowed to broadcast at higher levels of power within the limits of the non-interference criteria. Sjef Frenken (CRTC) said he was not aware of this regulation and would check on it.

THERE WAS some discussion about campus stations filing interventions against other broadcasters at renewal or first license hearings in their area. Some specific complaints were the lack of community-oriented programming and the fact that many stations have vast coverage areas and serve only a small portion of the communities in that area with community programming. Campus stations could file interventions against commercial broadcasters who aren't providing sufficient community programming.

TRENT ASKED about the structure of corporations that hold or will hold a license. It is CRTC policy that student stations should be separately incorporated from both the students council and the university. This was generally felt to be beneficial by the student stations as well.

TRENT IS setting up a corporation with a five person Board of Directors — three from station staff and two from the student body. Sjef Frenken said this may be unacceptable to the Commission since the Commission felt students and not the station should have control of the corporation. Control by the station might lead to a self-perpetuating elite controlling the station. Trent said they set up the board in that manner to prevent people who know little about radio from gaining control. It was suggested that questions about this topic should be directed to Jack Johnson, CRTC counsel, in Ottawa.

SEVERAL STATIONS ASKED what specific actions by a station were likely to cause the CRTC to issue a reprimand to the station ie. the use of obscene language. Mr. Frenken stated that each case was dealt with individually and that there were no hard and fast rules in this area. It was indicated that a station with a reasonable degree of consideration for the listening public should not experience problems in this area.

SEVERAL STATIONS STATED that they thought the promise of performance was too specific and that it did not allow campus stations the flexibility that they needed. Sjef Frenken stated that the weekly programming chart in the promise of performance was mostly intended to give people a general idea of the overall programming as a check against gross violations of the spirit of the CRTC's FM policy eg. the scheduling of all foreground in the early morning (as an extreme example). He felt that the promise of performance was quite flexible.

**STATIONS SPECIALIZE** in different areas, making an exchange of programming valuable — for example Ryerson produces a lot of live music and magazine type programming but little spoken word — other stations such as McMaster and Waterloo produce a lot of spoken word and less music.

**A NUMBER OF STATIONS** have material they would be willing to exchange, including CKLN, CFRU, CKCU, CKMS, Trent and CFRC. However Guelph said that a lot of their material would be local and relate specifically to their own area.

**FEATURE MATERIAL** should be publicized — some stations put out programme guides, and others publicize their features on air

**SOME DISCUSSION CENTRED** on the idea of live foreground and Carleton gave a number of examples of live foreground  
**THE POSSIBILITY** of using the Canadian Association of Broadcasters tape exchange was discussed — it was pointed out that there was a service charge for each tape and that it would be cheaper if we set up a system

**THE IDEA** of using an entire talk or lecture as opposed to just using segments was debated — this led to a discussion of block programming and fusion programming

**HOW SMALL AN AUDIENCE** should a station appeal to? At what point does a feature become too specialized — opinions varied

**IT WAS DECIDED** that a programme exchange system would be valuable and that one would be set up — each station interested left their name with McMaster.

The way the system would work would be as follows:

- (1) Each station would compile a list of features available for distribution
  - (2) This would be mailed out to every other station interested in exchanging material (list available from McMaster — it will be mailed out) along with a description of dubbing facilities
  - (3) A station interested in receiving a particular programme from another station would mail that station a blank tape and dubbing instructions as to speed, mode, etc.
  - (4) The station receiving the order would dub the programme onto the blank tape and mail the tape back.
- Stations will send regular updates on available programming

## **Studio Engineering, Production and Tape Recorders**

### **EQUIPMENT**

**LABEL** equipment and the functions of its controls clearly

**PREPARE SIMPLIFIED** basic instructions, checklists and troubleshooting flowcharts for equipment

**REPLACE** standard equipment mics accompanying cassette decks with better quality mics to improve production quality

**INVEST** in the best quality equipment affordable within your budget constraints

### **EQUIPMENT USE**

**INSTRUCT** proper handling of specific recording situations to operators before they leave for location

**NEVER** ask "do you know how to use this?" Always show and tell

**ALWAYS** make sure mics are properly placed during recording for best production

**THE BASIC EQUIPMENT MANUAL** from the Vancouver Co-op Radio station is an excellent primer for those not familiar with sound theory and equipment handling

**ASK FOR** help in preparing manuals from station laymen for translating jargon

### **PRODUCTION TRAINING**

**FOR BASIC** on air training train the operator to operate a taped show first to familiarize him/her with the on air studio

**SOME TRAINING** in the production studio before going to the on air studio would be helpful

**ALLOW TRAINEE** to put together a complete show from interviewing to production — the unproductive time in the learning stages is not unproductive time

**OPERATORS** — find out total formats of all shows from the program director before the show starts — the confusion to guests reflects on the station

**EDUCATE PROGRAMMERS** on production work so they will respect if not understand the complexity of the work

**MAKE EFFICIENT** use of your equipment — buy equipment that is versatile

### **TECHNIQUES**

**PHYSICAL EDITING IS THE** cleanest, best sounding way of editing tape. It can be expensive because of wasted tapes but a properly spliced tape is still of good quality

**GET TO KNOW** your patchboard so you can make more use of your equipment

**KEEP YOUR** monitoring environment flat — production quality is best when recording in a soundproof room with a lot of sound absorbing quality

**EQUALIZING** — there is a need for equalizing (adding or reducing treble or bass) because highs and lows are lost during transmission of cable FM

CAPAC currently charges a rate of 2% of annual operating budget as a royalty for publishing rights for non-commercial FM stations — no charge for closed circuit or cable. Commercial stations are charged a rate tied to the value of their commercial time.

BMI does not charge non-commercial stations royalties as they haven't applied for permission to do so. However, sometime during 1978 they will apply to be able to charge non-profit, non-commercial stations. It is assumed that the rate will be around 2% and that it would not apply to closed circuit, carrier current and cable stations.

CAPAC and BMI control virtually all of the publishing rights

THESE COMPANIES give the money to composers and divide the money up according to airplay — this airplay is determined by examining statistical surveys mailed out once or twice per year to stations

NEWSWIRE SERVICES were discussed — BN costs \$65/week for broadcast operations on air

THE USE OF COPYRIGHT material on air was discussed — most publishers will waive fees to non-profit stations, especially non-commercial ones; however it is necessary to write to the publisher for permission — whether it be poetry, drama or short stories. However, if an author has been dead for more than 50 years copyright no longer applies and the material can be used

FOR LIVE MUSIC of union musicians, it is necessary to work out a deal with the local musician's union — a fee is normally required. However some unions are flexible and may only require a signed release form as opposed to the payment of a fee

THE CBC supplies records for children's shows

THE BBC SHORTWAVE material can be rebroadcast provided you write for permission first and let them know what material SYMPHONY BROADCASTS can be complicated — you must deal with the musicians and have them sign release forms; you must deal with the musician's union and often you have to deal with ACTRA as well — all in all a fairly complicated procedure and any step not dealt with could block the broadcast

## **Recruiting and Training Seminar**

### **RECRUITING**

THROUGH PERSONAL CONTACT — word of mouth seems to be the best method

PRINT advertising becomes impersonal

DON'T LET interested people slip through your hands, make people feel like part of an organization

### **TRAINING**

(1) Begin with a formal training program of about 6 to 8 hours; supervisors must be prepared to share knowledge

(2) One-to-one apprentice system, learn by doing; try to give the trainee lots of practical training before any on air work

(3) Some people just want to specialize in announcing, writing or production; let them find the field they want to volunteer for

(4) Give newcomers a list of exactly what is needed to do, but leave them with responsibility to work within loose guidelines

## **Minutes — Workshop on Women in Broadcasting**

ONE PROBLEM identified was greater lack of confidence on the part of women

A REPRESENTATIVE said we should be looking at people in broadcasting, not "women" in broadcasting

ONE STATION representative talked about the need to canvas campuses for recruits, in order to recruit more women

QUEEN'S OPERATES Announce and Operate training sessions with an emphasis on positive reinforcement, as opposed to criticism to help give new people confidence

RYERSON suggested that stations shouldn't recruit women specifically — if they were interested they would participate, as long as the opportunities were equal

A GENERAL DISCUSSION evolved on the socialization of women in society and how the problem of lack of participation of women in broadcasting can be traced to the general conditioning of women in our society. The only genuine solution would be to change society

THE MAJOR PROBLEM lies in recruitment — most women who come out to stations continue to work there

A SHORT DISCUSSION was held on job opportunities in broadcasting for women with special reference to the contrast between commercial radio and the CBC. Opportunities for women seem to be increasing although sports and AM announcing are still often closed to women in broadcasting.

PERSONAL RECRUITMENT was offered as the best solution to recruiting people

EXAMPLE is often best method for encouraging women to become involved in broadcasting

# Conference Plenary Session

It was the consensus of the plenary that means and ways of setting up a provincial organization, regular communication and a national conference should be discussed.

TRENT suggested the following proposals for objectives, and areas of work:

- (1) CRTC — support, info, interventions, lobbies, etc.
- (2) Financing — Sponsorships, donations (soliciting funds)
- (3) Programming — exchanges, tapes, ideas
- (4) Record Companies
- (5) Training — technical manual
- (6) Equipment — spec.'s, prices, deals, to be worked on a co-operative basis
- (7) News — network (actualities, sports lines)

It was also the consensus of the plenary that to try to set up a national conference at this point in time would be somewhat difficult, so plans were discussed for the provincial organization.

THE DATE: one or two reps from each station to go to Toronto on Saturday, April 1st, 10:00 am — Ryerson kindly offered their services for a meeting place and will send maps and directions later

AS FAR AS REPS GO, it was suggested that each station have a meeting, decide what they would like to see happen and make sure the reps they send convey these decisions.

## NATIONAL CONFERENCE DISCUSSION

NUS willing to help and maybe the Secretary of State  
LOTS OF MONEY will be needed (Students Unions, IBS, NUS)  
SUGGESTIONS FOR STARTING to organize it were:

- (1) contact everyone outside Ontario
- (2) funding (ways and means)
- (3) location — should be central
- (4) send out communiqués and get responses  
as was done for this conference

CFMU (McMaster) will send a list of tapes available, will also send a list of all other stations.  
A program schedule, equipment list and a source list will go out sometime this week.  
CKMS (Waterloo) will do the same.

It was suggested that other stations do the same and then communicate with each other individually for anything that is of interest.

**Consensus was that it had been a good weekend, thanks to all for coming.**